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OUR MID-WINTER SALE WAS
A GREAT SUCCESS AND WE ARE
GOING TO KEEP UP THE GOOD
WORK. PRICES EVERYWHERE
HAVE BEEN REDUCED AND WE
HAVE MADE A CORRESPONDING
REDUCTION.

Winter Goods

Such as Felts, Underwear, Caps, Mitts
and Gloves, etc., will still be sold at

Half Price

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E. Dobson,
Strathmore Alberta

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Pumping Engines, Grinders
and Tank Heaters.

HART-PARR & AULTMAN TAYLOR LINES OF
FARM MACHINERY.

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\$50 to \$5,000 A YEAR FOR LIFE

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- No better life investment available
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Any two persons may purchase jointly.
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Apply to your post-office or write, postage free, to E. T. Beardsley, Superintendent of Annuities, Ottawa, for one book and other information sheets. Free and no obligation.

Then join us in the fight both one and
all.
For the time is drawing nigh.
When we'll have to say goodbye.
To a government that will not work
for all.
To every one's calling.
Don't say you're no part in the fight.
A brighter day soon will be dawning
If everyone will do his right.
United then we fear no falling.
We'll let the world know what we say.
And then we'll have some great re-
sults.
When comes the next Election Day
CANADA'S FOUNDATION
(Words and Music by H. W. Gosford,
President, National U.F.A.)
Canada has one foundation:
It has stood the test of years.
Then not held by man or nation,
From its light and blood and tears.

Built by the lonely pioneer
Faithfully tilling the soil.
None to applaud and few to cheer.
Not thinking it worth their while.
CHORUS:
Over Canada's rolling plain
Farmers with their fields of grain
Striving faithfully to maintain
A solid foundation for all.
Farmers fight on, your cause is right
Then let us all unite
To make this foundation secure.
Calls for all our strength and might
Courage take and be not shaken
Died is on the side of right.
Justice and right will surely prevail
Boldly our cause we defend,
Blending our strength we can fall
Then organize for this end.

COUNCIL OFF TO GOOD START

Policeman Proposal Defeated

The regular meeting of the new
Strathmore Town Council was held in
the Town Hall on Tuesday evening.
last, all the Council being present.

Electric Light Remitted Back

As the estimate of the cost of the
proposed high voltage line from Cal-
gary to Strathmore had not been re-
ceived, the matter was referred back
to the Committee, and will be dealt
with at the next meeting of the Coun-
cil.

Policeman Not Wanted

The matter of appointing a police-
man was debated strenuously for a
considerable time, and a rather heated
argument took place between Mayor
Butler and Councillor Anderson as to
the Mayor's previous stand on the
subject, which he alleged was alto-
gether different to that at present.
The Mayor insisted hard to get a police-
man appointed, but the Council were
almost unanimously opposed to it, and
a motion to remit the matter to the
standing committee was defeated.

The Mayor then said that as the
Council did not want a policeman,
there was no use trying to enforce
any of their bylaws, and when one
of the Council brought up a complaint
about snow on the sidewalk said there
was no use enforcing it up here, as
anyone could do as they liked in the
town now.

Most of the members of the Coun-
cil seemed to favor the idea of a man
being appointed to do the odd jobs
around the town during the summer
months, but thought that a man ap-
pointed as a policeman would not be
willing to do other jobs.

Farms and Electric Light

Mr. M. E. Sly addressed the Coun-
cil, commending them for their ef-
forts to get a good supply of electri-
cally light and power, and said that it
would be a big advantage to farmers
living along the line of route, and
that ultimately it would be extended
to the whole countryside.

Adding Machine Competition

Salesmen representing two firms of
adding machine manufacturers appear-
ed before the Council and advanced their
claims of their machines. A sugges-
tion was made that both machines be
brought to the table and tried out,
and this was carried into effect, to
the enjoyment of the members and of
the numerous citizens present.

Ultimately the matter of purchase
was referred to the Property Commit-
tee with power to act.

Mayor Butler reminded the mem-
bers of the Council that the estimates
for the year would be discussed early
in February.

CRAIGANTLER NOTES

L. H. Laverdorn is expected back
from California about March 1st;
until then we cannot tell whether he
will compete in Mr. Craigmantler's
acre irrigation plot for 1921. Mr.
Myrth and Johnsen will very likely
give Mr. Craigmantler a hard run.

J. B. Johanson, since getting his
new house completed has one of the
most up-to-date farms in this part of
the Country. The present Johanson
farm is a great business in
irrigation before very many thought of
irrigation in this part of the country.
In 1911 which we may call one of our
dry years Mr. Johanson realized the
benefits of irrigation in the fall of 1912.
Some of his wheat going as high as 67
1/2 bushels per acre. The Johanson
brothers are keeping up the reputation
of their father especially in keeping
the ditch bank clean of weeds by
growing different kinds of grasses
thereon.

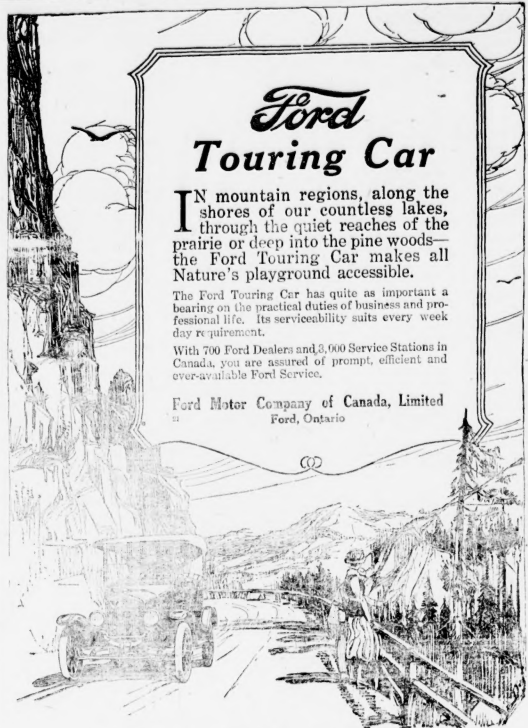
J. K. Crape is improving in health.
A number of our farmers attend-
ed the U.F.A. Convention in Edmon-
ton. They report an excellent ses-
sion.

NEW DIRECTORY FOR ALBERTA

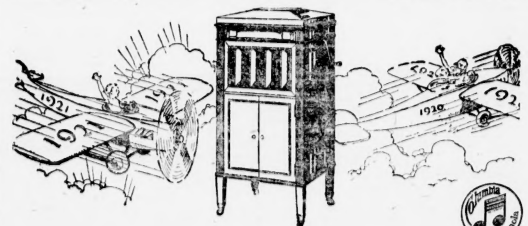
Wrigley's Book for Sale Contains Mass
of Useful Information.

The first issue of Wrigley's Alberta
Directory is just being delivered.

The 1920 issue contains 822 pages,
and the first 71 pages containing an
early history of the Province, the per-
sonalities of the Alberta Government to-
gether with a list of all officials of the
various departments of the Govern-
ment, both at Edmonton and through-
out the Province, with short articles
giving the jurisdiction of the various
departments, and indicating the chief
resources of the Province; the list
of all Dominion Government officials
throughout the province are also given
in this section, and the book con-
tains sections and views throughout
the Province, and also maps covering
all automobile routes in the Province.
The gatekeeper portion of the book
deals with 1215 separate and distinct
cities, towns, villages and settle-
ments in the province.



W. C. BROWN, FORD DEALER, STRATHMORE.



Makes Time Fly

You can fill your long winter evenings with fun if you
have a Columbia Grafonola. You can dance or listen to
the latest popular song hits. You can hear great opera
singers and famous instrumentalists. Call and let us show
you this beautiful instrument.

For shorter winter nights, for fun and frolics and rollick-
ing dances, get a Columbia Grafonola and make your
selection of Columbia Records:

- | | |
|--|---|
| Avalon from "Sinsbad" Al Jolson, Comedian,
Orch. Accom. and Old Pat, Why Don't
You Answer Me? Tenor Solo, Henry Burr,
Orch. Accom. \$4.95, \$1.00 | Love's Garden of Roses, Baritone Solo,
Orch. Accom. and Rose in the Bud,
Baritone Solo, Louis Gravano, Orch.
Accom. \$4.10, \$1.00 |
| Whispering, Fox-Trot, and If a Wish Could
Make It So, Fox-Trot, Art Hickman's
Orchestra. \$4.95, \$1.00 | I'll Still Remember When You Forget,
Tenor Solo, Henry Burr, Orch. Accom. and
When You're Gone I Won't Forget,
Male Quartette, Shamma Four, Orch.
Accom. \$4.10, \$1.00 |
| Lead Kindly Light, Contralto Solo, and I
Need Thee Every Hour, Contralto Solo,
Cyrna Van Gordon, Orch. Accom. \$4.95, \$1.00 | A Dream, Tenor Solo, Charles Hackett,
Orch. Accom. \$4.10, \$1.00 |

**STRATHMORE TRADING COMPANY,
Columbia Dealers.**
Strathmore, Alta.

places with a population of over 200
223 towns have a hotel and 276 towns
in which banks are located.
The directory gives the name of all
business and professional people
together with heads of departments.
A classified business directory, giv-
ing the names of all business firms,
all manufacturers, wholesalers
and distributors in the Province is
contained in the directory, classified
under 285 headings, with 105 cross
references.
Size of Chief Towns

The directory census is based on
censuses may be accepted as fairly ac-
curate; the following popula-
tions: Calgary, 70,000; Edmonton,
68,000; Lethbridge, 14,000; Medicine
Hat, 12,000; Red Deer, 3,900; Wetask-
iwin, 2,500.
In addition to a directory of these
six cities it includes 51 towns, two
villages and 178 municipal districts,
giving a population of 615,000. The
Dominion Government estimate of
the population of British Columbia
is 708,000.

TO STANDARD AND CHANCELLOR READERS

For the next few weeks we will send the Strathmore and Bow Valley Standard to Standard and Chancellor subscribers to the Standard Enterprise, which recently became defunct owing to the editor leaving left Standard. At the same time we are endeavoring to obtain correspondents at Standard, Chancellor, and other points in the district.

The subscription to the Standard is \$2.00 per year, and if at the end of a month's time, you wish to continue, kindly notify us to that effect.

The Standard is one of the best weekly newspapers in Alberta, and you cannot go wrong in investing \$2.00 in a subscription. The edition of the Standard you will receive for the next month will probably be a condensed one of 6 to 8 pages, without the general news department, owing to paper arrangements, but once we have your name on our permanent subscription list you will receive complete copies.

STRATHMORE & BOW VALLEY STANDARD
John Mackenzie, Proprietor.

The Rumely Oil Pull is
oil cooled
-no boiling
-no freezing

RUMELY
Oil Pull
ALL PORTS

T. H. EVES, Dealer

Massey-Harris Co., Canadian Fairbanks-Morse Co., Gray-Campbell Co., De Laval Separator Co.
Also Agent for
ALL LINES OF FARM MACHINERY.

The Strathmore Standard

**OFFERS YOU
A GOOD THING!**

**A CHANCE TO PICK UP SOME REAL GOOD
WINTER'S READING WITHOUT EXTRA COST**



By a special arrangement made with the E. H. Heath Co., Ltd., publishers of the Canadian Power Farmer, we are able to offer **OUR WEEKLY** And The **CANADIAN POWER FARMER** For One Year For The Price Of The Weekly Alone.

The Canadian Power Farmer, formerly the Canadian Thresherman and Farmer, is one of the oldest monthly farm papers in Western Canada. Established in 1887, it has become one of the greatest forces for better farming and for better farm conditions. It is not preach. It suggests. It is managed and edited by men who have had practical experience who have closely and carefully studied and kept in touch with agriculture in the prairie provinces. It is

THE MAGAZINE OF POWER ON THE PRAIRIE
Send in your subscription or renewal to us, stating that you want to send you the Canadian Power Farmer, enclosing the money with the order.

TWO Papers For ONE Price
\$2.00 THE CANADIAN POWER FARMER And STRATHMORE STANDARD

I've heard you on thriving experiences told by ex-servants, and, invariably, they finish up with, "and it's wonderful how I escaped with my life, and that I am here to tell the tale."

Recently I was listening to the thrilling escapades in the air, of one of our local men, and he too remarked "it's wonderful how I got out of it alive." This prompted me to write of the following experience, and how true it proved and enabled me to be writing this.

I was a signaler in an infantry regiment, and on this particular night we were in the front line trench, in the Ypres sector. It was just midnight and I had just finished up two hours on the line 3 hours after being another signaler, and I was told of our fireman duties, which duty was to go on and connect the wires, so we got a break. 12:30 a.m. our lines were blown up, and we had to go out to find the break. We started out with the wire in our hands, while it slid through as we went along. It was a very dark night and we stumbled and fell into nearly every shell hole, which were filled with mud and nearly every other yard apart. We were quite used to this, however, and we struggled on, using flashlight, that, however, appropriate it might have seemed to the editor now. For about half an hour we went on, and then stumbling right into the barb wire defenses, which after we extricated ourselves, left us short of a few inches of clothing in places, which makes me blush when I think of it now. However, at last we found the end of the wire. One held on to this while the other searched for the other end, which was soon found and we started connecting, when, Bang! Boom! Crash! Our artillery had opened up a barrage, and we just jumped down the nearest shell hole, which was about six feet deep and with 2 feet of mud, and there we went on with the connection.

The guns were going away as hard as they could right along the line, and we heard the shells whizzing over our heads. Suddenly, the enemy's artillery opened out too, and the noise was deafening. Gradually the enemy shortened his range of fire and we could see the shells dropping nearer to our shell hole. Nearer, and nearer, they came until we were being smothered with earth and mud that the explosions were blowing up, and we had to keep scratching ourselves out of the debris to avoid being buried.

It now seemed to us that the whole German Army had made up their minds to get us, and they seemed to concentrate all their firing on us. We could not get up the line, and nothing close to it. It kept on all night and our nerves were beginning to give way a bit. Our "Oh hats" seemed all too small for us just then. We knew, or thought we knew, that our end had come. Surely, out of all these shells that were dropping around us, one must hit us. I started thinking of home and the dear ones I had left there, and a curious feeling came up in my throat. I looked at my friend and could see he was thinking the same way, and our hands met and gripped tightly. "If we are to die, let us die like men." So was our unspoken thought, and we both offered up a silent prayer, and so our hands gripped we waited for the end, which seemed inevitable. About an hour passed and it seemed like a year to us, my friends never seemed to be giving away, and so did mine, but I forced myself to keep cool, and began to think. Perhaps we could get out of the shell hole by the end of the factories flying around seemed to have our names on them. So pulling my self together I began to look around. Daylight was gradually dawning in upon us, and in the dim light, with our nerves shaken somewhat after laying out all night, every tree seemed to be a man crawling towards us.

I stood up and put my head over the top of our shell hole to have a look around, and to locate our trench, no sooner did my head pop, when "Ping" a bullet whizzed by my ear. They had spotted me and I had to play a careful game. Telling my friend to put himself together we would attempt to get back before it became light, in which case it would mean staying here another day.

He was pretty near all in by now, but I tried to cheer him up, and we

at the time I had thought that night was a terrible one and that we had been hard done by, but I changed my mind later, when I heard what had happened. The little hut we had rigged up for a signal office, also used for an ammunition dump, during that night a shell landed just behind it and the ammunition fired and exploded, killing and severely wounding all the signalers who were in there; this happened while we were out on the wiring expedition. If we had finished our job without a hitch, and come back, we would have gone with the rest, and I wouldn't be telling the tale to-day. But we were forced to stay on at this harrowing all night. "EAT."

U.F.A. CONVENTION (Continued from page 1)

which they could not handle themselves.

The Wheat Pool
Disaffection was expressed in the present system of marketing grain, and the farmers expressed their willingness to create a new system, and faith in their own ability to carry it out. After some discussion on the subject, the following resolution was passed at their Thursday evening session:

"Inasmuch as any venture to establish a voluntary cooperative plan of marketing the grain of Canada and its marketed committee, and, under that all available information should be, as far as possible, distributed among the grain growers of this country.
"Therefore we recommend that our representative, in conjunction with

Canadian Council on Agriculture, should proceed with the work, preparing the way to the final establishment of a cooperative scheme of the marketing of the wheat crop of the Dominion."

Such a large variety of matters were taken up in the resolutions brought forward at the first meeting following the Convention, and the points on which members are desirous of obtaining further information will be explained and questions answered.

The resolutions proceeding from U.F.A.'s in this district were from Dalmat and Ardmore. Those were both passed. In regard to the Ardmore resolution a C.P.R. representative stated that owing to the shortage of help this year they had been unable to keep the weeds down as they wanted to, but they were doing their best, and thought that this year labor would be more plentiful.

The Dalmat resolution was an amended with the effect that the Convention should be held over either the twenty first week.

Resolution from Dalmat Local
"Whereas, this Local is in position to without effort, written to the Department of Public Works, Edmonton, asking that pressure be brought to bear on the Irrigation Department of the C.P.R. Co. to widen their bridge in this district to 18 feet, minimum, to allow the passage of six horse teams and the wider farm implements, and the bridge approaches made parallel to the line of traffic;

"Therefore, be it now resolved that this resolution be submitted to a resolution for the Annual Convention, with the request that the matter be taken up with the Department of Public Works."

Resolution from Ardmore Local
"Whereas the spread of weeds in this province is becoming an absolute menace to the raising of good crops, and

"Whereas this is due in some extent to the negligence of the farmers themselves, but more particularly to the insect weeds along the right of way of the railroads, and irrigation canals, and also to the disregard paid to the keeping down of weeds in the winter and summer ploughing;

"Therefore be it resolved that we strongly urge the Minister of Agriculture to enact legislation that will put the present Weed Act into more stringent and effective force."
Among the delegates present from the points were Messrs. Haines, Fraser, Brown, and Springhouse, Strathmore; Messrs. Craig and McDonald, Thredbo; Mr. Wheeler, Nanton; Mr. and Mrs. Goshard, Ardmore; Messrs. Benson and Lambeth, Nightingale; Messrs. Wayman and Hutt, Dalmat.

EQUAL RIGHTS FOR ALL

(Words and Music specially written for the U.F.A. by H. W. Goshard, President Ardmore Local U.F.A.)

Stick to your farm, people are saying, Be good, and don't be led astray, From our old trail surely we're straying. They say we've left the good old way, Our men to Ottawa were sending, We care not what our critics say, The old time plank is surely bending, Then don't forget Election Day.

CHORUS
Steadily march along the battle's just commencing,
We fight for equal rights for our and all,
And if united there is nothing now preventing,
The stronghold of the enemy shall fall
Our city friends we gladly too will welcome.

It is probable that you find that amount or over on each of your farm operations last year. Wouldn't you like to have just where the "bank" was sent how you came to lose by it?

Scott's Simplified Accounting System for Farmers tells you at a glance just what farm operations paid you and on what branches you lost money. It divides up farm operations in a practical manner and shows you month by month for a five year period just where you stand on every branch of work.

The system was compiled by a practical banker and is so simple that any farmer who can read and write can keep accurate accounts. The System provides a detailed annual statement which will be accepted by any bank when you require banking accommodation. The only System with which is given a systematized Periodic Not Book, and which simplifies your Income Tax Returns.

Endorsed by the Ministers of Agriculture, officials of Farmers' Organizations and prominent bankers. Scott's System May Be Obtained From JOHN MACKENZIE Strathmore, Alta.

Just Issued
Wrigley's Alberta Directory
For 1920
YEAR BOOK OF ALBERTA
Official data covering agriculture, lands, timber, mining, fishing and public works.
GAZETTEER AND ALPHABETICAL DIRECTORY
Describing 1975 cities, towns, villages settlements within the Province, giving location, distances and directions from larger points, how reached, with a synopsis of the local resources, populations, etc., followed by an alphabetical directory of all business and professional men, and employees.
CLASSIFIED BUSINESS SECTION
The business interests of the Province including manufacturers, wholesalers and retailers, listing all products from the raw material to the finished article, are classified under 385 headings alphabetically arranged according to towns.
PATRONIZE ALBERTA INDUSTRIES
Almost anything which anyone desires can be purchased in Alberta. Every dollar spent here assists the Province. You can assist the Province by trading with Alberta merchants. If you are unable to purchase what you desire in your local town or community, then consult Wrigley's Classified Business Directory, a copy of which can be secured at all first-class drug stores, confectionery stores, hotels, automobile garages, in fact most of the live business concerns have a copy of Wrigley's Alberta Directory.

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Subscription \$10.00 prepaid to any address.

Wrigley Directories, Limited

P. O. Box 1540, Calgary.

D. J. Young & Co. Ltd. 715 1st St. W., Calgary. A. H. Esch & Co. Ltd. 10402, Jasper Ave., Edmonton.

LAYING MEAL

Will Positively Make Your Hens Lay

It contains all the Egg Material your hens lack, per cent. Pure Meat Meal, Lime, Ash, Fat, Protein, and many different kinds of grain. This she gets in summer when running out, but to get Winter Eggs you must supply a balance ration, and our LAYING MEAL will do this for you. It is the product of Scientific Poultry Stations.

STRATHMORE HARDWARE

PIONEER MEAT MARKET

Fresh Meats of all Kinds

Highest Prices Paid for
Hogs, Calves, Poultry and
Wides



GEO. SNAITH : Proprietor

Strathmore Shoe Hospital

Workmanship Guaranteed.

C. HERRINGS
PROPRIETOR

NAMAKA NOTES

On Thursday noon a large party of friends gathered at the home of Mr. and Mrs. J. H. Kim to meet Mr. and Mrs. H. H. Lewis, who have been spending a few days in the district. During the afternoon a dainty luncheon was served and appreciated by the company. Many good wishes were extended to the newlyweds, who left on Thursday evening enroute for Drummond where they will reside.

Mr. and Mrs. James Thomson and family left on Friday evening for L.C. where Mr. Thomson intends to settle.

Mr. E. F. Wheeler arrived back from Edmonton Saturday night, where he has been attending the U.P.A. convention. He reports a strenuous time and much interesting and important business which he will pass on to the local when a meeting can be convened.

While engaged in reorganizing a C. J. D. Lawrie had his first finger badly crushed. He left on Friday evening for Calgary.

Miss May Adams who is a student at Glenora Agricultural School spent the week end with Mrs. H. Brown.

VALLEY GARDENS COMMUNITY GARDEN CLUB

A very enjoyable social evening was spent at the Valley Gardens School on Friday evening January 12th, under the auspices of the Valley Gardens Social Community Club.

The first announcement of the evening took the form of progressive wit, the prize winners being, Mrs. Hama and Mr. Pool.

Following the card games an interesting and original program was rendered. Refreshments were served, afterwards dancing was indulged in.

During the evening over 400 were collected in membership fees and number of members enrolled who had not come prepared. The committee decided to three open the school every Friday evening from 7:30 to 11 to be used as club rooms for the members and their own amusement, so that after a month when a more elaborate program will be arranged by the committee.

The next prepared program will be given on February 16th.

DOROTHY M. JESSUP
Secretary-Treasurer,
Valley Gardens Community Club

Local Jottings

OF LOCAL INTEREST

Readers are requested to send in items for this column not later than 12 o'clock Monday noon preceding day of publication. All local news items are welcomed by the Standard. Phone 17 or 68.

A daughter was born to Mr. and Mrs. R. B. Anderson on 14th inst. both are doing well. The baby is to be known as Kathleen Edith.

Mr. and Mrs. Roy Genter left on Saturday on a three weeks visit to Nebraska.

Mr. A. Lyall, of the Palace Hotel, has taken over the lower part of the building formerly occupied by Mr. E. Gray, baker and has fixed it up in first class shape as a restaurant.

The newly-wedded Mr. and Mrs. John Sharp spent the weekend at Strathmore with Mr. and Mrs. Martin on their way to their new home four-and-a-half miles north of Glenora.

Mr. and Mrs. C. Lumsy left on Saturday for a trip to the old home in Holland. They expect to be away between three and four months. It is ten years since they set the old home.

The late Hon. A. L. Sifton, whose death took place on Friday, had proved himself during the past few years a statesman of the first caliber. On several occasions during his term of office as Premier of the Province he addressed meetings at Strathmore.

Magistrate Davidson was among those present at the annual business meeting of St. Michael's and All Angels' Church, and in a humorous and interesting address he informed his hearers that he was a man of short words and long sentences.

Dreaming I am now prepared to do all kinds of dreaming, satisfaction guaranteed. Will be at King Edward Hotel every Saturday from 1 o'clock p.m. or all at the home of Mrs. E. V. Todd, Phone R166, Strathmore. Mrs. Ada Chapman. 261-p.

Rev. (Capt.) John H. Garden, of Tudor, has been elected President of the Mount Royal College Alumni Association and a check of his career, accompanied with photograph, in recent issue of the Calgary Herald. Rev. Garden was the first student on the student register of Mount Royal College.

Mr. E. Gray discontinued his book business here last week, and has removed to Sylvan Lake. It seems rather a queer thing that some of the local merchants, who urge their customers to buy at home, should have continued to import supplies for sale from Calgary, while there were two manufacturing buyers in Strathmore.

The evidence of one of the witnesses in the liquor case last week created some amusement, especially that part of the evidence as to the sampling of it. The question put by the learned counsel for the Crown, in English "as she is spoke" on the European Continent, added to hilarity which was specially indulged in.

Our old licensees are no longer at all in the liquor case last week created some amusement, especially that part of the evidence as to the sampling of it. The question put by the learned counsel for the Crown, in English "as she is spoke" on the European Continent, added to hilarity which was specially indulged in.

The tension given previously in opposition to the town's present baker was that he was a native of an enemy country, but if he seriously maintained that view, their logical course was to support his proposition. However, they continued to support their bread after the second baker started, and two bakeries could not co-exist to cater here under these circumstances.

The Bishop of Calgary will visit Strathmore the end of this week, and will hold a Confirmation Service in St. Michael's and All Angels' Church next Sunday morning at eleven o'clock. The bishop will also address the candidates and those present at this service. A special invitation is extended to the public to attend this most interesting service of the "Laying on of Hands."

The city mail order houses are now making frantic efforts to get the trade of the people of towns, villages, and country districts. The only way to successfully combat them is to advertise your goods at lowest possible prices in your local paper. This is the physiological time for the home merchant to make a bid for the cash trade that is being transacted now.

MEETING PRICE DECLINES

The merchants of Southern Alberta towns are, today, showing by their advertising, how they are meeting the decline in price of various lines of goods. The need only look over the different papers published in the different localities to see the large number of sales being held, the merchants in cost plainly set out for the buyers to note. If the country merchant had sales being held, the merchants in town would see the same thing. Farmers' trade would see the same thing, where city merchants are also holding sales. In showing over exchanges this week we noted four different towns all in the Bow Valley, where big sales were in progress. This assembly means that the farmer will travel a few miles farther west of his way to get to where he can buy a little cheaper.

Opposition does not only exist in the heart of a town. If the merchant in another town can draw a customer from anywhere else he will lose this new customer half way, treat him well and not for his trade again. That is where advertising comes in, drawing trade to your town which is just a little farther away the other town. It is not to support the local paper that the merchant advertises. Not by a long shot. It is to further his own interests, to extend his business, to increase his trade, draw the "customer" from town and show him that he is just as well fixed to supply that man's demands as the city whole sale houses or anyone else in any other town.

In Southern Alberta, this past year, end, 22 business places went broke, in losing through Bradstreet's Commercial Agency, which is an authorized authority, we find that 84 per cent of the business failures in Canada in the past year occurred among firms that did not advertise. Bradstreet's compiled its information from statistics, not guesswork. The importance of advertising as a business element have been regarded as vital by this great commercial agency, else

it would not have wasted the time of hundreds of trained men throughout the country collecting and tabulating this information. Bradstreet thus points the way to success.

DON'T

Don't let some fellow engaged salesman take your order for any kind of printing by telling you that he can do the work cheaper and better for you than the local man. He can't. Not in Strathmore district any more, for the printing plant located in Strathmore is equipped with the machinery necessary to turn out any kind of printing, at the prices current throughout Western Canada, and to do a first-class job.

Some merchants fall for the "traveler's" tales. The usual result is that they get a job with one or two misprints in it, and get it several months after they have placed the order.

Your local plant exists to give you service, and to turn out your work when and how you want it. Printing is a manufacturing business, and is classed as such by the government. Its production keeps men in employment, and it is an asset and a necessity to the people of the whole district.

We sometimes don't get the time to go round and canvass for orders, but we can give you the benefit of it in the saving of the amount you ultimately have to pay the traveller for his talk with you.

REMEMBER—Every class of Job Printing. Don't order without getting our prices.

STRATHMORE & BOW VALLEY STANDARD.

John Mackenzie, Proprietor.

1921

Replenish Your Stationery Stock Now for the New Year. The Strathmore Standard's well-equipped plant stands ready to handle your printing requirements, the year round, with accuracy, speed, and economy

Whyte's Confectionery

Toys, Dolls, etc. To close this line we will sell at cost. Get here quick before these are gone.

P. J. WHYTE, PROPRIETOR

HAVE YOUR CHOPPING AND GRINDING DONE AT STRATHMORE

Our large grinder and engine installed at the McKinley Block, 1st Street, enables us to do your chopping and grinding cheaply and quickly.

SMITH & HARMER
Proprietors.

Where to Eat—Palace CAFE

Now on the Ground Floor; In the Building Next Union Bank.

Good Meals at Reasonable Prices

BEACH & FOX

Phone 28

Phone 28

THE STORE OF SERVICE AND QUALITY



We give more for your money. Right now, and all the year round we give you as much as we can afford to give you for your money, because when you buy from us once we want to see you again.

In the rearranging of our stock, we find many lines which we wish to clear out, and they are marked down far below cost. Call and see them. Our Goods are Good. Our Prices Low.

Our Big Marked Down Sale is over and we think everyone was satisfied with the REAL VALUES we gave, and you can get more for your money in our store at all times.

Strathmore's Departmental Store

Pushing the Wheat Area Westward to Base of the Rockies

Under the heading "Alberta Leads," the Edmonton Bulletin says editorially that the trend which has been at the Chicago winter fair is that the foothill provinces definitely map in as wheat producing.

Hitherto, Alberta's reputation as a ranching country has tended to the general acceptance of her wheat growing capabilities. When settlement first broke into the prairie west the Red River valley was thought to be the only wheat growing province. The remainder of the province of Manitoba was included, and Manitoba No. 1 hard wheat became a standard of highest quality on the world's markets. Next came Saskatchewan, which now leads her two neighboring provinces in volume of wheat production. Even Alberta took for granted that for wheat production reason Alberta conditions were less favorable to the production of high class wheat than those prevailing in either Saskatchewan or Manitoba. The results at the Chicago fair are a revelation, the full importance of which is not yet realized.

The wheat area is pushed westward to the base of the Rocky Mountains. And not only the area of wheat production, the best wheat is produced in that area. Collected from the west. Of twenty-five prizes given for wheat, twenty-three came to Alberta, and seven of the prizes were for the best wheat in the world. Against all the other provinces of Canada and all the States of the Union, Alberta took nearly one-third of all the wheat prizes. Collected from the west. With a question as to the production of high class wheat in Alberta.

It was not remarkable that it should be questioned as to the production of high quality wheat in the province. Backed by the Rockies, Alberta is naturally at a considerably higher average altitude than the other provinces. Backed by the Rockies, Alberta is naturally at a considerably higher average altitude than the other provinces. Backed by the Rockies, Alberta is naturally at a considerably higher average altitude than the other provinces.

At all. Calgary, where one of the prize winning samples was grown is 2,000 feet above the sea, and the altitude is at an equal elevation. Calgary is in latitude 51 north. Fifty years ago the Calgary valley in New York State set the standard of wheat production for the continent. After many years the wheat fields of Southern Minnesota became famous. The 9th parallel was then considered by many eminent scientists to be the northern limit of wheat, with the possible exception of that part of the Red River valley north of the international boundary. The results of the Chicago fair prove that Canada's wheat fields extend from the Red River to the Rocky Mountains, eight hundred miles in direct distance, and that in that area the highest quality of wheat is produced.

New Zealand's Way

The League Lives

Closed Its Sessions With Forty-Seven Nations Now Adhering To It.

For the League to have lived through the hostile criticism and critical prophecies that dogged it at Geneva, as well as the inherent difficulties of its work, is in itself a triumph. Its breaking was confidently predicted. When Italy and Argentina withdrew there was a chorus of cries that this meant the beginning of the end. The forty-seven nations were about to fly apart like so many actually repudiated atoms. But that forty quickly passed; new member States were admitted, so that the League closed its sessions having weathered all storms, with a full complement of nations now adhering to it.

It is not even in the remotest of our minds that the League has been so long the hardest to speak of. The League is the League as it is.

—From the New York Times.

Some Heavy Fines Are Indicted For Profitizing in Tweeds.

A magistrate in Wellington has fined a firm of merchants £3,000 and an individual merchant £400 for profitizing in New Zealand tweeds brought into the 1919 law. The firm's profits average 100 per cent over manufacturers' costs and freight. The magistrate characterized the profits as outrageous, and said he would have ordered imprisonment for an individual merchant if this had been possible under the law. The penalty is in each case the maximum—Wellington, N.Z. Despatch to London.

Coming Back Strong.

"While—But, my dear, you've forgotten again that today is my birthday."

Husband—"Er—listen, love, I know I forgot it, but there isn't a man in the world who can tell you a day older than you were a year ago."—London Opinion.

A French banknote of small denomination, after being in circulation for some months, was recently examined by French scientists, who discovered 80,000,000 health giving units.

The present heir to the British throne is the 13th holder of the title of Prince of Wales since its creation in 1201.

The sparrows can fly for short distances at the rate of 80 miles an hour.

Leader of Progressive Party



HON. T. A. CREGAR.

Domestic Leader of the National Progressive Party, whose first declaration of policy was given at a meeting in Winnipeg, December 1918, which was also addressed by Premier Duggan of Ontario, both speakers being enthusiastically received.

Not Getting Excited

Useless For Britain to Engage in a Spectacular Naval Programme.

Great Britain does not seem to be stamped into a new naval policy. The United States and Japan are not to be excited by the prospect of adding a number of capital ships to their respective navies. Not need there any cause for alarm.

Britain is more cheaply, and surely rarely has there been a there and gives as large a tonnage of steel per ton. With a proportion of the cost, the British navy is more favorably than most. If it is in the United States, it is not only produced in quantity and quality as they are in the United States. One is more cheaply, and surely rarely has there been a there and gives as large a tonnage of steel per ton.

The "whistling" seen in Iceland, England and Northern Russia. It produces whistling or trumpeting through its cold wind-pipe.

A PARADISE FOR SKI-MEN



Preparations are already being made for the annual carnival to be held at Banff amidst the glories of the Canadian Pacific Rockies. Banff is ideally situated for winter sports, and this season the dates have been fixed from January 20th to February 15th inclusive. The Secretary writes that the programme is to be considerably extended.

"Our Ski Hill has now been completed in accordance with the suggestions made by the winter's champion, Anders Haugen, of Brimley, and we are confident that a new world's record will be established on our Hill this Carnival."

He decided to offer a substantial cash prize to the man who can beat the present world's record and to supplement this cash prize with a further prize of \$100 for every foot or portion of a foot by which the record is broken on our hill. We will also follow the same principle in connection with the amateur championship only in that the inducement or reward will be in the shape of an especially attractive prize. We have already been advised that the ladies of Vancouver under the leadership of Mr. Frank Patrick, of professional hockey fame, expert in competition. The Regina, the champions of Western

United States And Japan

Trying to Sit Up Trouble Fanned On Mere Suspicion.

Owing to the jingo element in both countries, the feeling has been aroused among Americans and Japanese as to cordial as lovers of peace could desire. On this account more real significance is attached to the remark at Geneva of Viscount Itoh that Japan must increase her armament before the United States is doing so. If the United States were a member of the League of Nations, there would be no need for a strong policy of naval development, and that Uncle Sam's neighbors could lower their expenditure accordingly. But so long as this powerful nation not only remains outside the League, but continues to spend increasing sums on an naval and military armament, other powers do not dare take steps in the direction of disarmament. Representative Kahn of California, one of the most influential members of Congress is now urging universal military training for the United States. Japan looks askance at this because of the sentiment on the Pacific coast against her nationals. She believes that both naval and military expenditures in the United States are aimed directly at her. The American people, on the other hand, are suspicious that Japan has designs on the Philippines. The Hearst papers have been suggesting for years that Great Britain is regaining Japan in an aggressive attitude toward the United States and would approve of her little brown partner seizing these islands—Toronto Mail and Empire.

An Undesirable Post.

Fremont Rhallides of Greece, has declined to keep the office, not so much because he wants it as because no body else wants it who would carry on. Constantine is personally popular with the Greeks, but his foreign policy has caused the collapse of the prospect of a Greek Empire. Rhallides would probably rather be among those who can't be blamed when the crash comes—Edmonton Bulletin.

The strength of growing plants and trees is enormous. A small grass plant will split a soil and young oak roots have lifted a block of granite.

Training will do much for a man, but will not teach him to look for the towel before filling his eyes with soap.

"Indian Spiritualism"

"NO GREATER FAITH" By O-G-E-MAS-ES (Little Circle).

(Copyrighted)

Indians are varied in character. The much like white men, but I have known Indians in religion. One instance comes back to me while writing. Esauqua-puma, an elderly Saulteaux, was my steady friend for many years and it was a real grief to hear of his death in the spring of 1919. A few hours, his specialty was hearing especially finding their ways in water. He did not disclose his methods, but I always insisted that he could find them out, much in the old man's amazement.

One occasion in March of a long steady winter, wind came in that they were very short of food at his camp some thirty miles to the southeast. Loading a dog sled with some provisions and trading supplies, I started early next morning for Ma-na-Pu-mat-to-ga-wah (Lake where the eagle swims) where he was camped, and reached there in good time. Three dogs were standing in a well sheltered spot, but no one was in sight. I tried three frothy killed bear skins on stanchions, one large and two small, and was pleased to think the hunter's skill had again saved the life of the man from hunger. Approaching the tent, I saw one of Esauqua-puma's dogs, I could hear him praying to the Great Spirit, giving thanks for being guided to the winter den of the bears, taking no credit for his own skill, but giving "Kitchi Manitou" all the praise. I stepped in the tent, port of bear meat was cooking over the small fire in the centre, and all the little hands were devoutly listening to the old man's prayer and grace, though some of the younger ones were

were casting hungry glances at the food, which evidently they had not yet tasted. Finally grace was over and I called "Eh!" from the entrance to the tent. They came out like a swarm of bees deflated to see the trader with his load of good things to eat.

Camping in the old man's tent is usual, and after a famous supper in which tender young bear meat figured on the menu, I had him describe the finding of the bears, which he did most graphically, and further said that when starting out early in the morning he prayed long and earnestly to Manitou for guidance and success in his hunt, and you can see the results. "A bear meat is a bear meat, in plenty and far to purchase the flour, bacon and sugar and good trader has brought in."

"What condition were these bears in?" I asked. "Very fat," was his reply. "A bear and two large cubs, the latter sucking their mother."

"As they had been in the den since late October or early November, where on earth did the old bear get milk for her cubs, as they are so fat?" I asked.

"Why," was Esauqua-puma's reply, "you know all about that."

"How?" I asked.

"Why, your Big Book with you." "What book?"

"Oh, you are stupid. Why, Kitchi Manitou—god of course." (Laughing.)

"But what does the Bible say about it?"

"Why, God gives her the milk!"

And verily the old pagan Indian's reply made me speechless, for I could think of no other solution.

Tributes To The Unknown Warrior

One Mother Brought War Medals Belonging to Son Reported Missing.

Scores of touching instances have been heard of the mothers who have brought home the medals of their sons who have been reported missing.

The fact that no one knows the name of the man who has brought the medals home, leads many to offer tributes in the hope perhaps that the body is that of a missing son. The mother of one of the missing soldiers of the British War medal on the grave as the passed in the line. They had been awarded on his only son, who was wounded three times and afterwards reported missing.

A soldier's modest offering of flowers, long and true, is a touching testimony of my two pals and all the other pals.

The English plaid on the slab reads: "For King and Country, Greater Love Hath No Man Than This."

The Value of Politeness

It Is Possible to Have Friends and Not Be Friendly.

Men in business many years ago learned the value of politeness. Patronage depends in such large measure upon satisfied customers, that those who were friendly to their trade, felt the necessity for going out on their way in a small or great way many times in order to produce the proper relation.

And while in public life the need for politeness is essential, private life is by no means relieved of this necessity. The making and holding of friends in large measure is due to the art of treating folks in a friendly manner. It is impossible to have friends and not be friendly.

Politeness is friendliness exemplified in a definite, personal manner. With our present life, it is the only way to get along in the world. It is the only way to get along in the world. It is the only way to get along in the world.

Politeness is the only way to get along in the world. It is the only way to get along in the world. It is the only way to get along in the world.

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bride during the past year, leave, even if only for a limited period.